No Goods Sent C.O.D.: No Approvals or Exchanges: We Cannot Guarantee to Fill Mail Orders: No Goods Will Be Sent to Dealers

GIMBEL BROTHERS 32 ND STREET - BROADWAY - 33 RD STREET NEW YORK CITY

For Other Gimbel News See Page 17.

See Our Advertisements in Today's World and Times for Other Sales at Cost and Less Than Cost

# Sensational Sales: One Day Only

Drastic Reductions on Gimbel Standard Merchandise: Values Such as Have Not Been Offered During the Present Movement

## THESE GOODS COST OR

Women's Silk Lace Hose

LESS THAN COST

Just 1,800 Pairs of These

A beautiful lace boot in a flattering design. And a pure ingrain silk from topmost thread to the tip of the toe. Every pair perfect. In black only. The price quoted includes the Federal Tax.

GIMBELS HOSIERY SHOP-Main Floor

Electric Vacuum Cleaner

AI ACTUAL COST

Only 100 of These Cleaners

Vacuum Cleaners made by the famous Thor Cleaner Company. Universal General Electric Motor. Every machine fully guaranteed. Extra attachments-complete set-also at exact cost, \$4.78.

GIMBELS NEW KIND OF HOUSEFURNISHING STORE-Fifth Floor

Men's Rich Silk Shirts

## AT AVERAGE COST

Just 1,500 of These

Clean, fresh shirts, many of them costing us very much more than this price; made up to Gimbels standard measurements; and in materials which in themselves show the value of this offer. The price quoted includes

Heavy Broadcloth Silks. Empire Crepe Silks. Baby Broadcloth Silks,

Satin Striped Jersey Silks, Plain White Jersey Silks, Sizes 14 to 17.

GIMBELS MEN'S FURNISHING SHOP-Main Floor

## Women's New Pumps and Oxfords LESS THAN COST 2,000 Pairs of These

Some forty-three styles, in practically all leathers-our correct, fine quality footwear for many occasions-are included here at a price which is actually less than cost to us.

Pumps and French Pumps Oxfords and Broque Oxfords in Louis, Baby Louis and Walking heels. GIMBELS WOMEN'S SHOE SHOP-Second Floor

Men's Balbriggan Underwear

LESS THAN COST 1,800 Shirts and Drawers

Balbriggans-always wanted. And genuine "Sealpax" athletic underwear-made of soft nainsook. Also a group of striped and crossbar madras shirts and drawers. All of splendid quality. Shapely, well cut, well finished.

GIMBELS MEN'S UNDERWEAR SHOP-Main Floor

Every Silk Negligee in Stock

AT ACTUAL COST

257 Charming Silken Garments

Crepes de chine, crepes meteor, taffetas, georgettes-dainty empire or straight line models with trimmings of lace or ribbon or hand-embroideryor combinations of all three. Every levely garment within easy purse-reach -Brides please note-and rejoice.

> In Jade, Orchid, Light Blue, Peach, Rose, French Blue, GIMBELS NEGLIGEE SHOP-Second Floor

## **English Finish Longcloth**

AT ACTUAL COST

Price for 10-Yard Piece

650 pieces in all. Two different grades of English finish Longcloth at the exact cost of it to us. These prices have not hitherto been quoted, nor will they again.

36 INCHES WIDE: 10 YARDS TO EVERY PIECE

GIMBELS WHITE FABRICS SHOP-Second Floor

#### Cretonnes-36 Inches Wide

LESS THAN COST

3,000 Yards of This

Every conceivable coloring and pattern for every drapery use.

2,500 Yards Terry Cloth 95c yard Every piece at less than cost. Verdure, floral and tapestry designs. In cheery colorings.

GIMBELS UPHOLSTERY SHOP-Sixth Floor

## 75,000 Yards of Wash Fabrics

Of nice quality and in unusual range of colors, these fabrics have until NOW sold at VERY much more than these prices.

Printed Voiles and | Colored Organdies, 36 and 38 inches wide. Yd., 35c.

Printed Imported and Domestic Chiffon Voiles, 38 and 40 inches wide. Yd., 50c. and 75c.

Lingerie Batiste and Lingerie Crepe, 36 inches wide. Yd., 48c.

GIMBELS COTTON FABRICS-Second Floor

#### Fashionable Summer Furs

LESS THAN COST

\$19.50

164 Chosen Pieces

The season's very best pelts-such as silver fox, fisher, Hudson Bay sable, mole, squirrel, stone marten, kolinsky, mink, baum marten, blue fox, white fox, etc., etc. And in models from small two-skin scarfs to capes suitable for Summer wear. Every piece at less than cost.

GIMBELS FUR SALON-Third Floor

## Wraps: Capes: Dolmans

LESS THAN COST \$15.00 For 150 Women

Smartest wraps in duvetyn, bolivia, satin, tricotine, tricolette, serge, wool velour, polo cloth, and all in the newer and smarter styles. Phenomenal values indeed.

GIMBELS WOMEN'S COAT SALON-Third Floor

## Genuine Black Pigskin Bags

250 Pieces

18-inch, full cut, sewed frame handbags of genuine black pigskin, with sewed edges and corners, leather lined; with double handles and brass hardware; a handsome bag, of excellent quality.

GIMBELS LEATHER GOODS SHOP-Main Floor

### Loveliest Costume Blouses

LESS THAN COST

\$9.88

300 Distinctive Blouses

\$49.00

Most of these models are overblouses. And the sort of overblouses that will look equally well with your tailored suit or a light sport skirt. Most of them are of Georgette-handsomely beaded, embroidered, stitched, braided-all the novelties of the season. Exquisite shades.

GIMBELS BLOUSE SALON-Third Floor

## All Linen Table Cloths: Napkins AT ACTUAL COST

200 Cloths; 100 dozen Napkins

Pure Irish Linen table cloths and napkins-cloths and napkins to match, in fine, clean, flax yarns; soft finish. Yes-rub your eyes-look again. You did read the prices right!

Cloths, 68x86 inches.....\$7.65 Cloths, 68x68 inches......\$5.95

Napkins, 22x22 inches, \$7.95 dozen GIMBELS LINEN SHOP-Second Floor

## Oriental Tinted Pearl Necklaces

## AT ACTUAL COST

150 Opera Length Strands

French filled beads of exquisite opalescence. Mounted with solid gold clasps—green or white gold, 24 and 27 inches long and graduated.

100 Strands of Rose Tinted Pearls \$1.95

18-inch strands of graduated beads mounted with solid gold clasps. Beautifully opalescent. GIMBELS JEWELRY SHOP-Main Floor

Brooklyn, New Jersey and Long Island Customers Direct to Gynbels via Tubes and Subways